

### Amendments to the Claims

This listing of claims will replace all prior versions, and listing, of claims in the application:

1. (Currently Amended) A computer-implemented method for ~~providing automatically facilitated marketing and provision of an~~ electronic service services, ~~the method~~ comprising:

searching a database for a match between user input ~~regarding~~ indicating a problem ~~associated with a customer of a service provider~~ and information in the database;

obtaining, as result of the searching, at least one a keyword from the information in the database ~~resulting from searching the database for the problem;~~

determining, based upon the keyword, an at least one offered service, the offered service comprising a service offered by the service provider to the customer to resolve the problem and being associated with the at least one keyword, the at least one offered service associated with a technical weighting indicating a technical relevance of the at least one offered service and a preference weighting indicating a provider preference of the at least one offered service, the technical relevance comprising a technical utility of the at least one offered service to resolve the problem, and a preference weighting comprising a stored predetermined value indicating the provider preference comprising a preference of [[a]] the service provider to sell the at least one offered service to the customer;

determining a weighted value corresponding to ~~associated with the at least one offered service, the weighted value being based, at least partially, upon~~ [[on]] ~~the associated technical weighting and the associated preference weighting;~~ [[and]]

prioritizing the at least one offered service based [[on]] upon the determined weighted value; and [[to]] generate

generating a set of suggested services, the set of suggested services comprising the offered service.

2. (Currently Amended) The method of claim 1, wherein determining the at least one offered service associated with the ~~at least one~~ keyword further comprises:

determining at least one a generic service related to the ~~at least one~~ keyword; and

determining the at least one offered service based upon [[on]] the ~~at least one~~ generic service.

3. (Currently Amended) The method of claim 1, further comprising if the ~~at least one~~ offered service includes a bundle of two or more services, then determining a weighted value associated with the ~~at least one~~ offered service based upon [[on] a technical weighting and a preference weighting associated with each of the two or more services of the bundle of services.

4-6. (Cancelled)

7. (Currently Amended) The method of claim 1, further comprising:  
calculating maximum and minimum thresholds; and  
comparing the maximum and minimum thresholds to a ratio of the ~~associated~~ technical weighting and the ~~associated~~ preference weighting to determine if the ~~associated~~ preference weighting is overriding the ~~associated~~ technical weighting.

8. (Cancelled)

9. (Currently Amended) The method of claim 7, further comprising adjusting or reducing the weighted value associated with the ~~at least one~~ offered service if the ratio of the ~~associated~~ technical weighting and the ~~associated~~ preference weighting violates the maximum threshold or the minimum threshold.

10. (Currently Amended) The method of claim 7, further comprising discarding the ~~at least one~~ offered service if the ratio of the ~~associated~~ technical weighting and the ~~associated~~ preference weighting violates the maximum threshold or the minimum threshold.

11. (Currently Amended) The method of claim 1, further comprising if the ~~at least one~~ offered service includes a bundle of two or more services, calculating a comparison value for the ~~at least one~~ offered service by adjusting the weighted value associated with the ~~at least one~~ offered service.

12. (Currently Amended) The method of claim 1, further comprising outputting the ~~at least one~~ offered service and information associated with the ~~at least one~~ offered service to a ~~user's~~ processing device associated with a user.

13. (Currently Amended) A computer-readable medium comprising:  
logic configured to search a database for a match between user input regarding a computer-related problem associated with a customer of a service provider and information in the database;

logic configured to obtain, as a result of the searching, ~~at least one~~ a keyword from the information in the database ~~resulting from searching the database for the computer-related problem~~;

logic configured to determine, based upon the keyword, ~~an~~ ~~at least one~~ offered service, ~~the offered service comprising a service offered by the service provider to the customer to resolve the problem and being associated with the~~ ~~at least one~~ keyword, ~~the at least one offered service~~ associated with a technical weighting ~~indicating a technical relevance of the at least one offered service and a preference weighting indicating a provider preference of the at least one offered service~~ the technical relevance comprising a technical utility of the ~~at least one~~ offered service to resolve the computer-related problem, and a preference weighting comprising a stored predetermined value indicating the provider preference comprising a preference of ~~[[a]] the service provider to sell the~~ ~~at least one~~ offered service to the customer;

logic configured to determine a weighted value corresponding to ~~associated with~~ the ~~at least one~~ offered service, the weighted value being based, at least partially, upon ~~[[on]] the associated technical weighting and the associated preference weighting; [[and]]~~

logic configured to prioritize the ~~at least one~~ offered service based upon ~~[[on]]~~ the determined weighted value; and

logic configured to generate a set of suggested services, the set of suggested services comprising the offered service.

14. (Currently Amended) The computer-readable medium of claim 13, further comprising:

logic configured to determine a ~~at least one~~ generic service related to the ~~at least one~~ keyword; and

logic configured to determine the ~~at least one~~ offered service based ~~[[on]]~~ upon the ~~at least one~~ generic service.

15. (Currently Amended) The computer-readable medium of claim 13, further comprising logic configured to determine a weighted value associated with a bundle of two or more ~~the at least one~~ offered services based ~~[[on]]~~ upon a technical weighting and a preference weighting associated with each of the two or more offered services ~~service~~, if the ~~at least one~~ offered service comprises the ~~includes a~~ bundle of two or more services.

16-17. (Cancelled)

18. (Currently Amended) The computer-readable medium of claim 13, further comprising:

logic configured to calculate maximum and minimum thresholds; and

logic configured to compare the maximum and minimum thresholds to a ratio of the ~~associated~~ technical weighting and the ~~associated~~ preference weighting to determine if the ~~associated~~ preference weighting is overriding the ~~associated~~ technical weighting.

19. (Currently Amended) The computer-readable medium of claim 18, further comprising logic configured to adjust or reduce the weighted value associated with the ~~at least one~~ offered service if the ratio of the ~~associated~~ technical weighting and the ~~associated~~ preference weighting violates the maximum threshold or the minimum threshold.

20. (Currently Amended) The computer-readable medium of claim 18, further comprising logic configured to discard the ~~at least one~~ offered service if the ratio of the ~~associated~~ technical weighting and the ~~associated~~ preference weighting violates the maximum threshold or the minimum threshold.

21. (Currently Amended) The computer readable medium of claim 13, further comprising logic configured to calculate a comparison value for the ~~at least one~~ offered service by adjusting the weighted value associated with the ~~at least one~~ offered service if the ~~at least one~~ offered service includes a bundle of two or more services.

22. (Currently Amended) The computer-readable medium of claim 13, further comprising logic configured to output the ~~at least one~~ offered service and information associated with the ~~at least one~~ offered service to a user's processing device associated with a user.

23. (Cancelled)

24. (Currently Amended) A system for automatically facilitated marketing and provision of an electronic security service ~~services~~, the system comprising:

a cyler configured to search through a database to match user input regarding a computer-related security problem associated with a customer of a service provider with sales information in the database, and to provide ~~at least one~~ a database-provided keyword from the information in the database and resulting from searching the database for the computer-related security problem; and

a service suggestion analyzer operatively coupled to the cyler, the service suggestion analyzer configured to:

determine, based upon the keyword, ~~an~~ at least one offered service, the offered service comprising a service offered by the service provider to the customer to resolve the problem and being associated with the at least one database-provided keyword, the at least one offered service associated with a technical weighting indicating a technical relevance of the at least one offered service and a preference weighting indicating a provider preference of the at least one offered service, the technical relevance comprising a technical utility of the at least one offered service to resolve the computer-related security problem, and a preference weighting comprising a stored predetermined value indicating the provider preference comprising a preference of [[a]] the service provider to sell the at least one offered service to the customer,

determine a weighted value corresponding to associated with the at least one offered service, the weighted value being based, at least partially, upon [[on]] the associated technical weighting and the ~~associated~~ preference weighting, [[and]]

prioritize the ~~at least one offered~~ service based [[on]] upon the determined weighted value, and to generate

generate a set of suggested services, the set of suggested services comprising the offered service.

25. (Original) The system of claim 24, wherein the service suggestion analyzer further comprises an analyzer module, a servicer module and an output module.

26. (Previously Presented) The system of claim 24, wherein the service suggestion analyzer comprises a psychological assistant module and a special deals interface module configured to provide special sales on time sensitive offers.

27. (Currently Amended) The system of claim 24, wherein the service suggestion analyzer is further configured to:

determine ~~at least one~~ a generic service related to the ~~at least one~~ keyword; and

determine the ~~at least one~~ offered service based upon [[on]] the ~~at least one~~ generic service.

28. (Currently Amended) The system of claim 24, wherein the service suggestion analyzer is further configured to determine a weighted value associated with a bundle of two or more the at least one offered services based upon [[on]] a technical weighting and a preference weighting associated with each of the two or more offered services, if the ~~at least one~~ offered service comprises the ~~includes a~~ bundle of two or more services.

29. (Currently Amended) The system of claim 24, wherein the service suggestion analyzer is further configured to:

calculate maximum and minimum thresholds; and

compare the maximum and minimum thresholds to a ratio of the ~~associated~~ technical weighting and the ~~associated~~ preference weighting to determine if the ~~associated~~ preference weighting is overriding the ~~associated~~ technical weighting.

30. (Currently Amended) The system of claim 29, wherein the service suggestion analyzer is further configured to adjust or reduce the weighted value associated with the ~~at least one~~ offered service if the ratio of the ~~associated~~ technical weighting and the ~~associated~~ preference weighting violates the maximum threshold or the minimum threshold.

31. (Currently Amended) The system of claim 29, wherein the service suggestion analyzer is further configured to discard the ~~at least one~~ offered service if the ratio of the ~~associated~~ technical weighting and the ~~associated~~ preference weighting violates the maximum threshold or the minimum threshold.

32. (Currently Amended) The system of claim 25, wherein the output module is operatively coupled to the servicer module and the output module is configured to provide the ~~at least one~~ offered service to a user via at least one member selected from the group consisting of: a ~~user's~~ display device of a processing device associated with the user, an auditory means including synthesized voice, [[or]] and a paging device.

33. (Currently Amended) The system of claim 24, wherein the service suggestion analyzer is further configured to calculate a comparison value for the ~~at least one~~ offered service by adjusting the weighted value associated with the ~~at least one~~ offered service if the ~~at least one~~ offered service includes a bundle of two or more services.

34-35. (Cancelled)